



WPVI-TV PHILADELPHIA
4100 City Line Ave.
PHILADELPHIA PA 19131

NATIONAL MEDIA RESEARCH PLANNING &
PLACE - 3736
ATTN: MICHELLE MORIE
815 SLATERS LANE
ALEXANDRIA VA 22314

Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code						Station/Market			
391868	06-29-2012	10-03-2012	1	NRCC-INDEPENDENT EXPENDITURE	NRCC IE 2012	POLITICALS						WPVI - PHILADELPHIA			
Agency Est#			CMS #	Sales Office	Account Executive	Start Date	End Date	Billing				Package	Contract Title		
Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S		
			Agency CPE: E : 2652												
1	10-12-2012	10-12-2012	05:00AM - 06:00AM	MORNING NEWS 5A MO-FR (6948)	10	30				1		1	1,000	0	0
2	10-15-2012	10-18-2012	05:00AM - 06:00AM	MORNING NEWS 5A MO-FR (6948)	10	30	1	1	1	1		4	1,000	0	0
3	10-12-2012	10-12-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)	10	30				1		1	2,000	0	0
4	10-15-2012	10-18-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)	10	30	1	1	1	1		4	2,000	0	0
5	10-12-2012	10-12-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)	10	30				1		1	2,000	0	0
6	10-15-2012	10-18-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)	10	30	1	1	1	1		4	2,000	0	0
7	10-15-2012	10-18-2012	12:00PM - 12:30PM	DAYTIME NOON NEWS WEEKDAY (6950)	10	30	1		1	1		3	2,000	0	0
8	10-12-2012	10-12-2012	04:00PM - 05:00PM	EARLY NEWS 4P MO-FR (7239)	10	30				1		1	1,400	0	0
9	10-15-2012	10-18-2012	04:00PM - 05:00PM	EARLY NEWS 4P MO-FR (7239)	10	30	1	1		1		3	1,400	0	0
10	10-12-2012	10-12-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)	10	30				2		2	2,600	0	0
11	10-15-2012	10-18-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)	10	30	2	2	2	2		8	2,600	0	0
12	10-12-2012	10-12-2012	06:00PM - 06:30PM	EARLY NEWS 6P MO-FR (6989)	10	30				1		1	3,500	0	0
13	10-15-2012	10-18-2012	06:00PM - 06:30PM	EARLY NEWS 6P MO-FR (6989)	10	30	1	1	1	1		4	3,500	0	0
14	10-14-2012	10-14-2012	06:00PM - 07:30PM	WEEKEND NEWS SA-SU 6-730P (6990)	10	30				1		1	1,800	0	0
15	10-12-2012	10-12-2012	07:00PM - 07:30PM	ACCESS MO-FR JEOPARDY (7063)	10	30				1		1	3,600	0	0

This agreement is subject to the terms and conditions indicated above.

Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



Acknowledgment of Agreement Between WPVI-TV PHILADELPHIA and

WPVI-TV PHILADELPHIA
4100 City Line Ave.
PHILADELPHIA PA 19131

DATE: 10-04-2012 PAGE: 2 of 2

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391868	06-29-2012	10-03-2012	1	NRCC-INDEPENDENT EXPENDITURE	NRCC IE 2012		POLITICALS		WPVI - PHILADELPHIA							
Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	F	S	S	SPW	Price	Tot Spots	Total \$
				Agency CPE: E : 2652												
16	10-15-2012	10-18-2012	07:00PM - 07:30PM	ACCESS MO-FR JEOPARDY (7063)	10	30	1	1	1	1			4	3,600	0	0
17	10-16-2012	10-16-2012	10:00PM - 11:00PM	PRIME TU10 (7016)	10	30		1					1	10,000	0	0
18	10-13-2012	10-13-2012	07:30PM - 11:30PM	AUTO RACING PRIMETIME (7071)	10	30					1		1	2,500	0	0
19	10-12-2012	10-12-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)	10	30				1			1	4,200	0	0
20	10-15-2012	10-18-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)	10	30	1	1	1	1			4	4,200	0	0
21	10-12-2012	10-12-2012	11:40PM - 12:07AM	LF NIGHTLINE 1135P LTC 1/7/13 (6970)	10	30					1		1	1,800	0	0
22	10-15-2012	10-18-2012	11:35PM - 12:02AM	LF NIGHTLINE 1135P LTC 1/7/13 (6970)	10	30	1	1	1	1			4	1,800	0	0
												Contracted Gross Total:	0	0.00		
												Actual Gross Total:	0	0.00		
												Agency Commission:	0	0.00		
												Net Total:	0	0.00		
Month/YR			Preempted	Made Good	Contract Total		Adjustments				Actual Total					
Oct 12			0.00	0.00	0.00		0.00				0.00					
TOTAL			0.00	0.00	0.00		0.00				0.00					

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